



4THE22 World Record Attempt Sponsorship Letter

501(c)3 nonprofit, EIN: 85-1094238

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I am contacting you regarding a sponsorship opportunity. I am with 4THE22, a nonprofit that uses paddle boarding and surfing as a medium to raise awareness and provide solutions for veteran and first responder suicide rates. We are attempting a world record this summer and would be honored to have your support.

The record we are going for is: "Farthest distance by stand up paddleboard (SUP) in 12 hours (open water)." Chris Bertish set this record in 2013, and it currently stands at 80.84 miles. By breaking this record, we hope to raise awareness for veteran and first responder suicide rates and raise funds so that we can continue to provide solutions.

World Record Attempt Information

2 weekend window September 3-5 or 10-12. (Hinging on weather conditions)

- We have a chase/safety boat lined up and we have a 2-weekend window (September 3-5 or 10-12). Historically in this time period, we should have at least one day where we have sustained winds over 20 knots out of the north or the south. If conditions line up, we will have 6+ foot waves on Lake Michigan. We will take the boat several miles out from Muskegon, MI area, making for a 12-hour-long downwind run.
- An average pace of 6.74 mph or better is needed to beat the record on the books.

With all that being said, this attempt is a big team effort. Without everyone involved it would not be possible. We are beyond grateful for all of the support that we have received thus far. Although, there are a few things that we still need to make this attempt successful:

- We are looking for donations, sponsors, volunteers, and corporate partners.
- Paddle or wellness related Items to Raffle off.
- Help advertising the event and raising awareness for veteran & first responder suicide rates.

Sponsorship Levels

- PLATINUM: \$2,000 & Above
 - Company logo on promotional material (Top 5 Platinum Sponsors)
 - Company logo on paddleboard used for the attempt
 - Ten 4THE22 shirts (let us know what sizes you need)
 - Company logo on event apparel
 - Company logo posted on www.4THE22.Life
 - Shout out on all of our social media outlets
- GOLD: \$1,000
 - Five 4THE22 shirts (let us know what sizes you need)
 - Company logo posted on www.4THE22.Life
 - Company logo on event apparel
 - Shout out on all of our social media outlets

- SILVER: \$500
 - Two 4THE22 shirts (let us know what sizes you need)
 - Company logo on event apparel
 - Shout out on all of our social media outlets
- Bronze: \$200
 - One 4THE22 shirt (let us know what size you need)
 - Shout out on all of our social media outlets

More Information on 4THE22

4THE22 is a 501(c)3 nonprofit organization. Getting on the water with 4THE22 helps allow participating veterans and first responders to look beyond their challenges, and to once again achieve their full potential. We believe in making Standup paddle available to those who might not otherwise have the opportunity to experience the transformational benefits of this powerful sport. 4THE22 works to not only raise awareness of veteran and first responder suicide rates, but mainly to provide solutions.

Board For Our Heroes:

It has been a great honor to share the water with our heroes but we thought, “How awesome would it be if we could provide a board so they can continue their journey?” It was with this thought that the “Board For Our Heroes” program took shape. You can look at “Board” as a noun or a verb. As you go out and paddle, do so for our Heroes. If you would like to support this program, please know that 100% of proceeds go towards bringing balance to our veterans’ lives.

Recipients:

- . Aaron Lugo (Army veteran) July 2020
- . AJ Vigen (Sheriffs Officer) November 2020

Other main events for the 2021 Season:

- M270 Grand Haven to ST. Ignace:
29JUL to 7AUG
 - This is the second year that we will be paddling about 270 miles up the coastline of lake Michigan to raise awareness for veteran and first responder suicide rates, as well as funds to continue our mission.
- Frankfort 13 Mile downwind race (2 weekend window) ran with similar requirements as the Eddi Aikau Challenge.
OCT 2-3 or 9-10
 - Michigan has some of the best downwind conditions anywhere in the world and we are excited to host this race and share that with others.
 - Mik Deboef is the race director and has been in the sport for years. He has an immense knowledge base to make this a safe and exciting event.

We greatly appreciate your consideration in supporting 4THE22. Please feel free to reach out with any questions or thoughts you may have.